

Message Text

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PAGE 01 BEIRUT 03522 261440Z
ACTION NEA-11

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UNCLAS BEIRUT 3522

E.O. 11652: N/A
TAGS: BEXP, LE
SUBJECT: ADS REQUEST FOR TELSCO INDUSTRIES, DALLAS, TEXAS 75218

REF: USDOC TS OF MAY 16, 1978.

THE FOLLOWING FIRMS HAVE BEEN CONTACTED AND HAVE EXPRESSED
AND INTEREST IN REPRESENTING TELSCO INDUSTRIES AS DISTRIBUTORS
FOR TELSCO INDUSTRIES IRRIGATION EQUIPMENT.

1. NAJJAR AGRICULTURAL & TRADING CO., (FOUAD NAJJAR & CO.),
P.O. BOX 11-576, VERDUN ST., BEIRUT.

CONTACT: FOUAD NAJJAR, PTR & GM

PHONE: 340977

CABLE: INSECTA BEIRUT

TELEX: 20669 LE

COMMENT: THIS TRADING FIRM IS ONE OF THE LEADING LOCAL
IMPORTERS AND DEALERS OF AGRICULTURAL PRODUCTS. IT
OPERATES AS A COLLECTIVE PARTNERSHIP. IT IS AFFILIATED WITH AL-
FALLAH CO., BAGHDAD, IRAQ. FIRM'S OWNERS FOUAD, HALIM AND
SULEIMAN NAJJAR WHO POSSESS ASSETS ESTIMATED AT 2,000,000
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LEBANESE POUNDS (U.S. DOLLAR EQUALS 2.90 L.L.) INVESTED
CHIEFLY IN REAL ESTATE, ARE REPUTABLE AND PRUDENT BUSINESSMAN.
FOUAD NAJJAR, SENIOR MEMBER, IS A LEBANESE AGRICULTURE. MR.
F. NAJJAR STATES THAT TELSCO IRRIGATION EQUIPMENT FIT INTO HIS
LINE OF BUSINESS.

2. ORIENTAL AGRICULTURAL ESTABLISHMENT, P.O. BOX 112479, PLACE

DES CANONS, BEIRUT.

CONTACT: SAMIR HADDAD, OWNER & MGR.

PHONE: 295418

CABLE: ETRACOL BEIRUT

TELEX: NA

COMMENT: THIS IS A SOLELY-OWNED TRADING FIRM ENGAGED IN IMPORT AND DISTRIBUTION OF AGRICULTURAL PRODUCTS AND EQUIPMENT. BEFORE GOING INTO BUSINESS ON HIS OWN ACCOUNT IN 1964, HADDAD, OWNER AND MANAGER OF THE FIRM, ACTED FOR NINE YEARS AS ASSISTANT SALES MANAGER OF ONE OF THE LEADING LOCAL DISTRIBUTORS OF AGRICULTURAL PRODUCTS. HE IS THE GENERAL SECRETARY OF THE LEBANESE IMPORTERS AND MERCHANTS OF PESTICIDES ASSOCIATION. LOCAL BANKING AND BUSINESS SOURCES REPORT THAT FOUAD HADDAD IS A REPUTABLE AND PRUDENT AND BUSINESSMAN, MEETS HIS OBLIGATIONS PROMPTLY AND ENJOYS A GOOD BUSINESS AND FINANCIAL REPUTATION. FIRM'S SALES ABILITY IS CONSIDERED GOOD; ITS TURNOVER IN 1977 REACHED 1,700,000 LEBANESE POUNDS (U.S. DOLLAR EQUALS 2.90 L.L.) HADDAD'S TOTAL ASSETS ARE ESTIMATED AT 1,200,000 LEBANESE POUNDS INVESTED IN BUSINESS AND REAL ESTATE. MR. HADDAD IS INTERESTED IN TELSCO INDUSTRIES PRODUCTS BECAUSE HE DOES NOT NOW REPRESENT AN IRRIGATION EQUIPMENT

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SUPPLIER.

3. S. SADAKA & SONS, P.O. BOX 4, BLVD. ZAHLE, ZAHLE, LEBANON

CONTACT: JOSEPH SADAKA, PTR & GM

CABLE: SADAKA, ZAHLE

TELEX: 21211 LE

COMMENT: THIS IS A MEDIUM SIZED PARTNERSHIP TRADING AND MANUFACTURING COMPANY BETWEEN JOSEPH SADAKA AND HIS TWO BROTHERS EMILE AND MICHEL. FIRM IMPORTS AND DISTRIBUTES FARM MACHINERY AND IMPLEMENTS. ALSO MANUFACTURES AND DISTRIBUTES DEEP WELL VERTICAL WATER PUMPS. LOCAL BUSINESS SOURCES REPORT THAT FIRM IS ACTIVE, COMPETENT IN ITS BUSINESS, MEETS ITS OBLIGATIONS PROMPTLY AND ENJOYS A GOOD BUSINESS AND FINANCIAL REPUTATION. JOSEPH SADAKA, SENIOR PARTNER WHO IS A BD MEMBER OF ZAHLE CHAMBER OF COMMERCE AND INDUSTRY, IS A REPUTABLE AND PRUDENT BUSINESSMAN. FIRM'S SALES ABILITY IS CONSIDERED GOOD; ITS ASSETS ESTIMATED AT 1,500,000 LEBANESE POUNDS (U.S. DOLLAR

EQUALS 2.90 L.L.) MR. SADAKA STATES THAT TELSCO INDUSTRIES'
IRRIGATION EQUIPMENTS FIT INTO HIS LINE OF BUSINESS.

APPROVED: TAIN P. TOMPKINS PREPARED: MOHAMMED O. SUKKAR.
PARKER

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